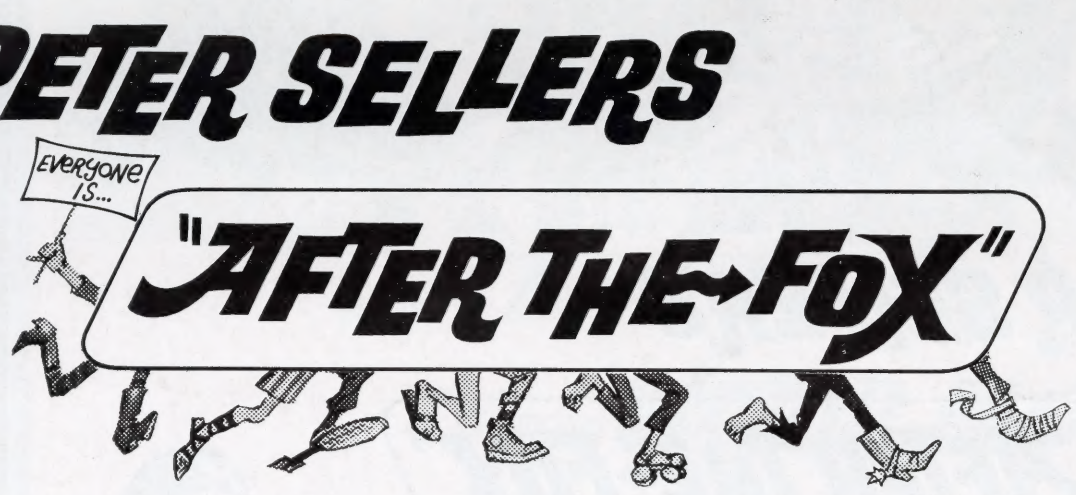
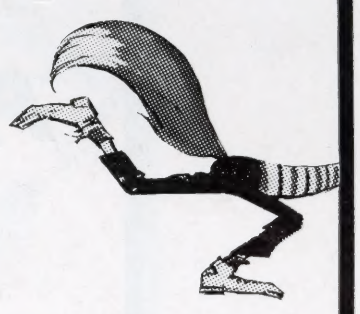
YOU CAUGHT THE "PUSSYCAT"... NOW CHASE THE FOX!

PETER SELLERS





Co-starring **VICTOR MATURE**

and

BRITT EKLAND

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH

Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.

PANAVISION® COLOR by DeLuxe Released thru **UNITED ARTISTS**

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS–AND ORIGINAL SOUND TRACK ALBUM–ON UNITED ARTISTS RECORDS

T H E A T R E

5 Cols. x 165 Lines—825 Lines (59 Inches)

Mat 501

Advertising

Campaign

Who is The Fox?
Who is The Fox?
Who is The Fox?
Who is The Fox?
You caught the "Pussycat"...Now chase the Fox–He's on the loose!
PETER SELLERS
EVERYONE IS...
"AFTER THE FOX"
Co-starring VICTOR MATURE
and
BRITT EKLAND
Written by NEIL SIMON
Produced by JOHN BRYAN
Directed by VITTORIO DE SICA
Music BURT BACHARACH
Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.
PANAVISION® COLOR by DeLuxe
Released thru UNITED ARTISTS
HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS–AND ORIGINAL SOUND TRACK ALBUM–ON UNITED ARTISTS RECORDS
T H E A T R E

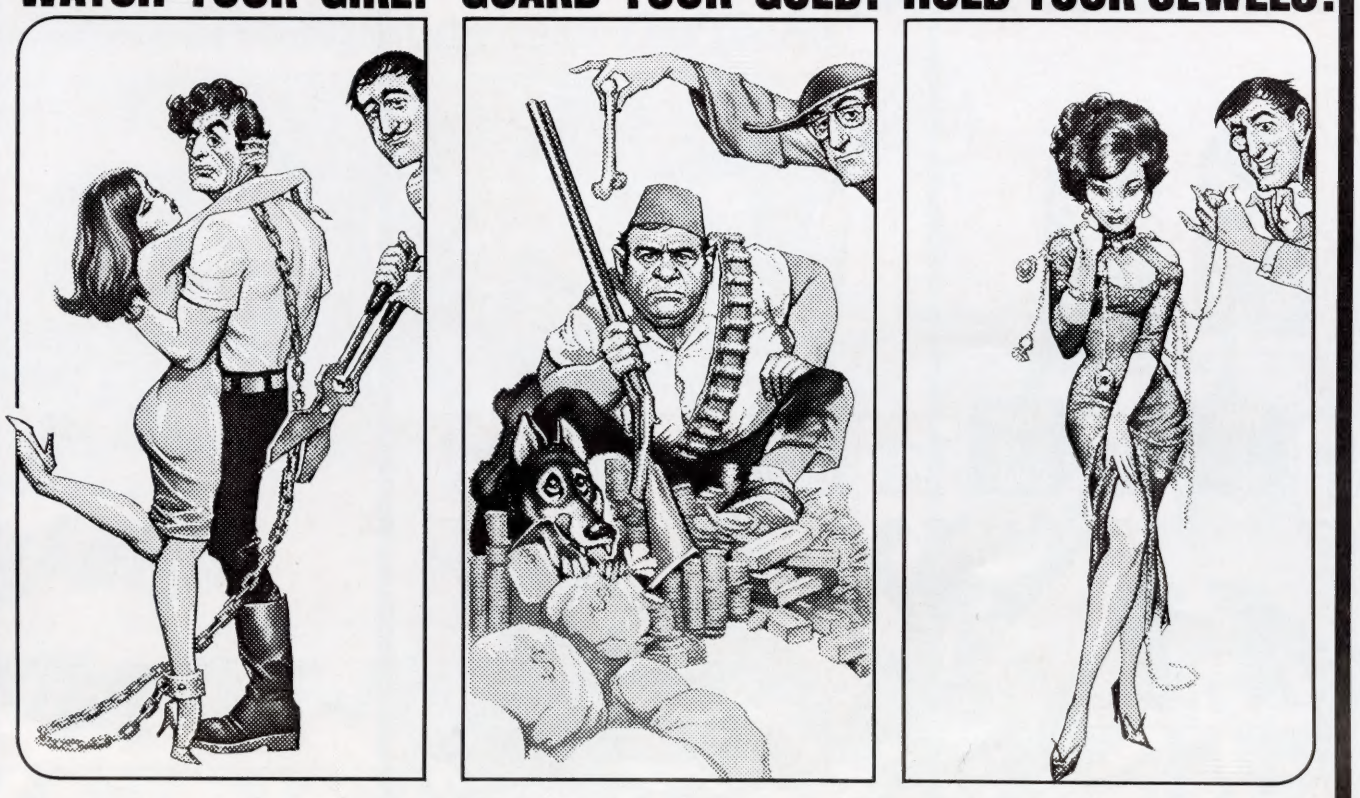
4 Cols. x 166 Lines—664 Lines (49 Inches)

Mat 401

© 1966, United Artists Corporation

You caught the "Pussycat"...
Now chase the Fox!

WATCH YOUR GIRL! **GUARD YOUR GOLD!** **HOLD YOUR JEWELS!**



...THE FOX IS LOOSE!

PETER SELLERS

Co-starring **VICTOR MATURE**

and

BRITT EKLAND

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH

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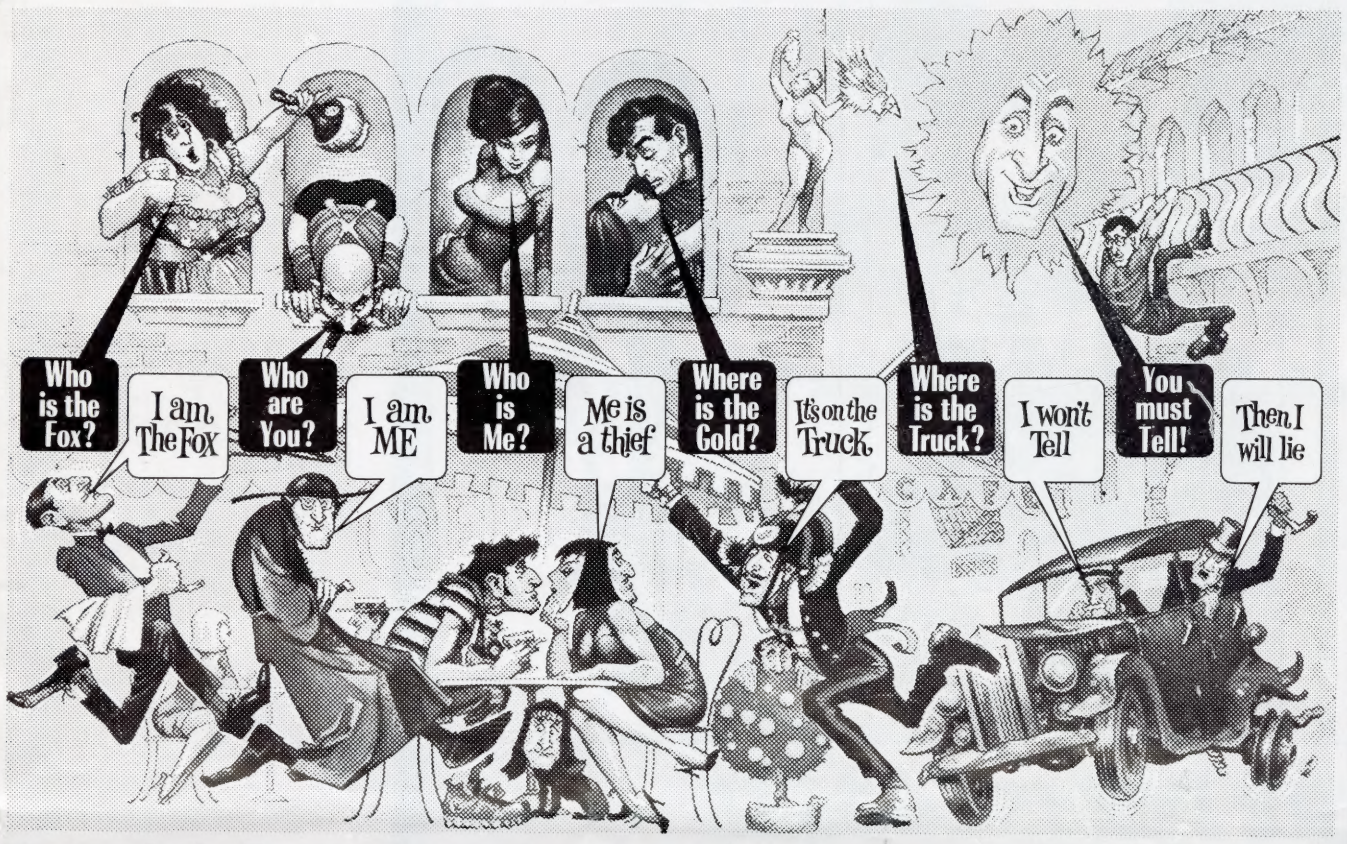
HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS–AND ORIGINAL SOUND TRACK ALBUM–ON UNITED ARTISTS RECORDS

T H E A T R E

4 Cols. x 154 Lines—616 Lines (44 Inches) Mat 402

WATCH YOUR GIRL! GUARD YOUR GOLD! HOLD YOUR JEWELS!

...THE FOX IS LOOSE!



You caught the "Pussycat"...Now chase the Fox!

PETER SELLERS *in*

"AFTER THE FOX"

Co-starring **VICTOR MATURE**

and

BRITT EKLAND

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH

Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.

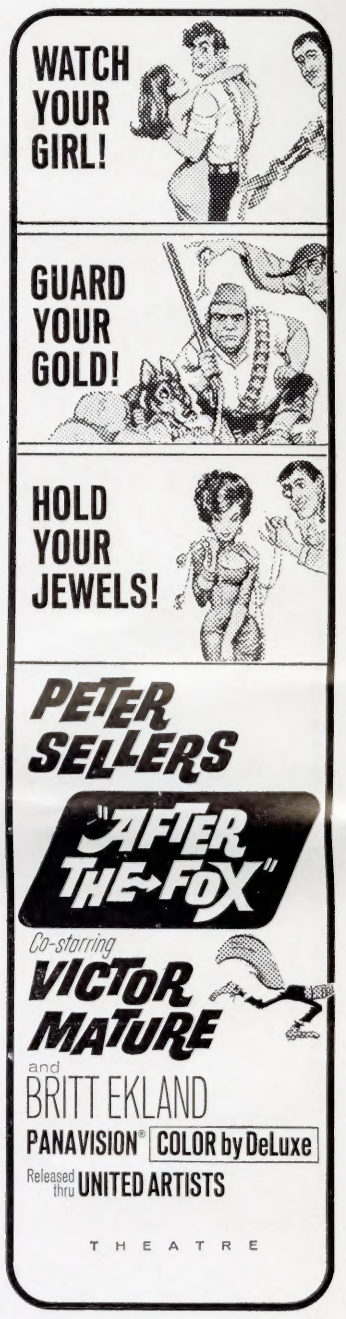
PANAVISION® COLOR by DeLuxe Released thru **UNITED ARTISTS**

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS—AND ORIGINAL SOUND TRACK ALBUM—ON UNITED ARTISTS RECORDS

T H E A T R E

4 Cols. x 134 Lines—536 Lines (38 Inches)

Mat 404



1 Col. x 98 Lines (7 Inches)

Mat 105

Special Mat No. 1

The following ads and scene cuts are on the composite mat available at a special low price at National Screen:

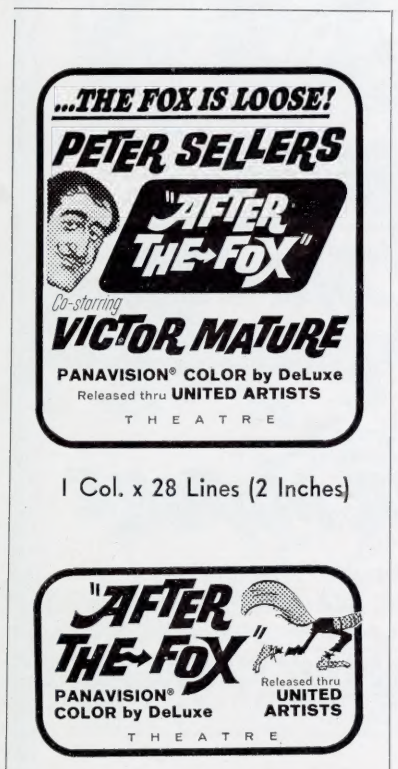
ADS 101, 102, 103, 201, 202, 203
SCENES 1C and 2C

WATCH YOUR GIRL! GUARD YOUR GOLD! HOLD YOUR JEWELS!
...THE FOX IS LOOSE!
Hidden somewhere in this picture is the world's greatest criminal~Find the Fox!
You caught the "Pussycat"... Now chase the Fox!
PETER SELLERS in
"AFTER THE FOX"
Co-starring VICTOR MATURE
and BRITT EKLAND
Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH
Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.
PANAVISION® COLOR by DeLuxe Released thru UNITED ARTISTS
HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS—AND ORIGINAL SOUND TRACK ALBUM—ON UNITED ARTISTS RECORDS
THEATRE

4 Cols. x 130 Lines—520 Lines (37 Inches)

Mat 405

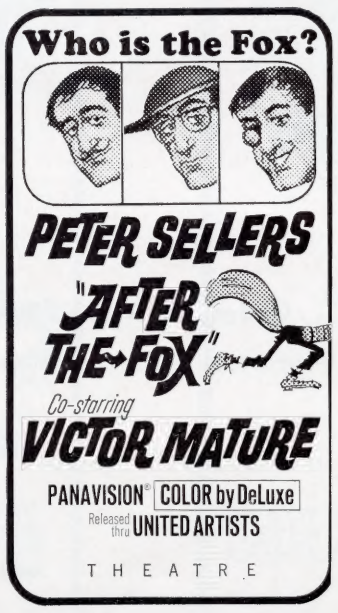
1 Col. x 70 Lines (5 Inches)
Mat 104



1 Col. x 28 Lines (2 Inches)

1 Col. x 14 Lines (1 Inch)

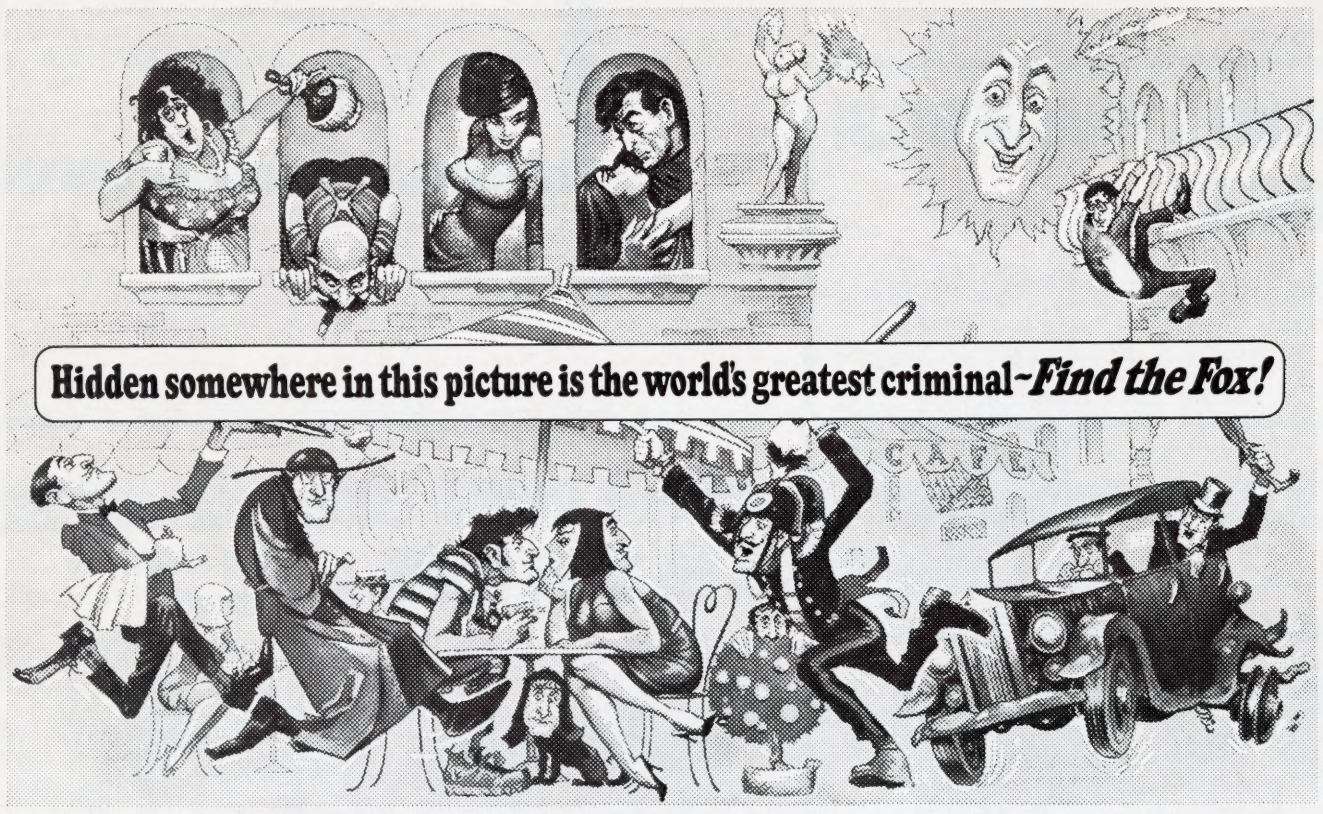
Both on Mat 101



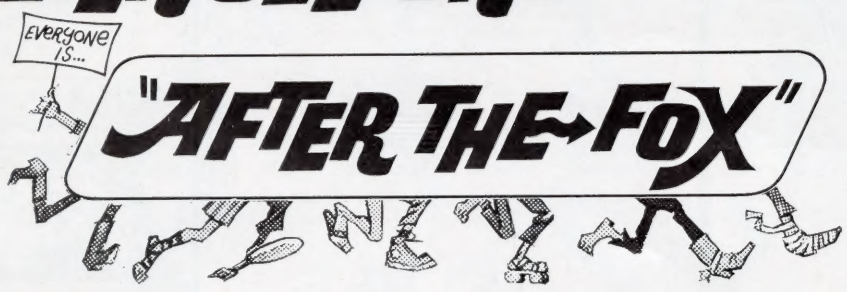
1 Col. x 44 Lines (3 Inches)
Mat 102

1 Col. x 56 Lines (4 Inches)
Mat 103

YOU CAUGHT THE "PUSSYCAT"..
NOW CHASE THE FOX!



PETER SELLERS



Co-starring VICTOR MATURE

and BRITT EKLAND

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH

Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.

PANAVISION® COLOR by DeLuxe Released thru UNITED ARTISTS

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS–AND ORIGINAL SOUND TRACK ALBUM–ON UNITED ARTISTS RECORDS

T H E A T R E

4 Cols. x 129 Lines—516 Lines (37 Inches) Mat 403

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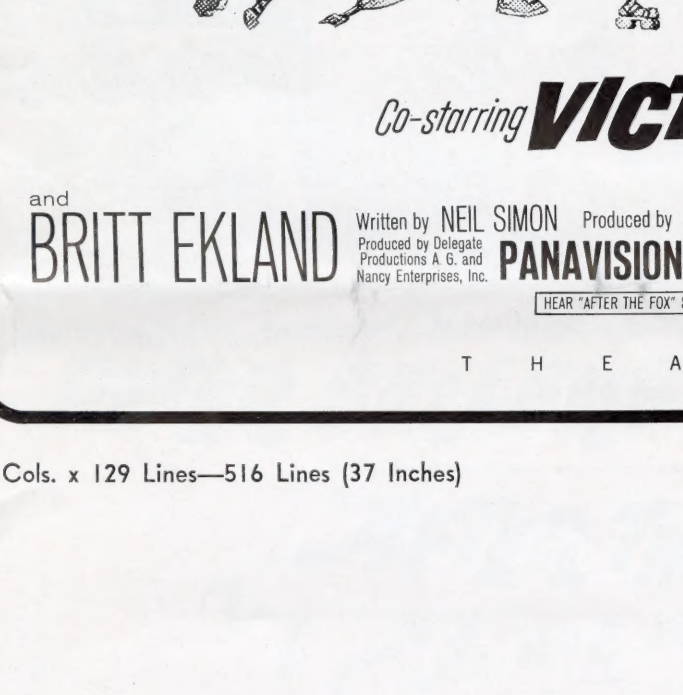
2 Cols. x 75 Lines—150 Lines (11 Inches) Mat 203



2 Cols. x 49 Lines—98 Lines (7 Inches) Mat 202

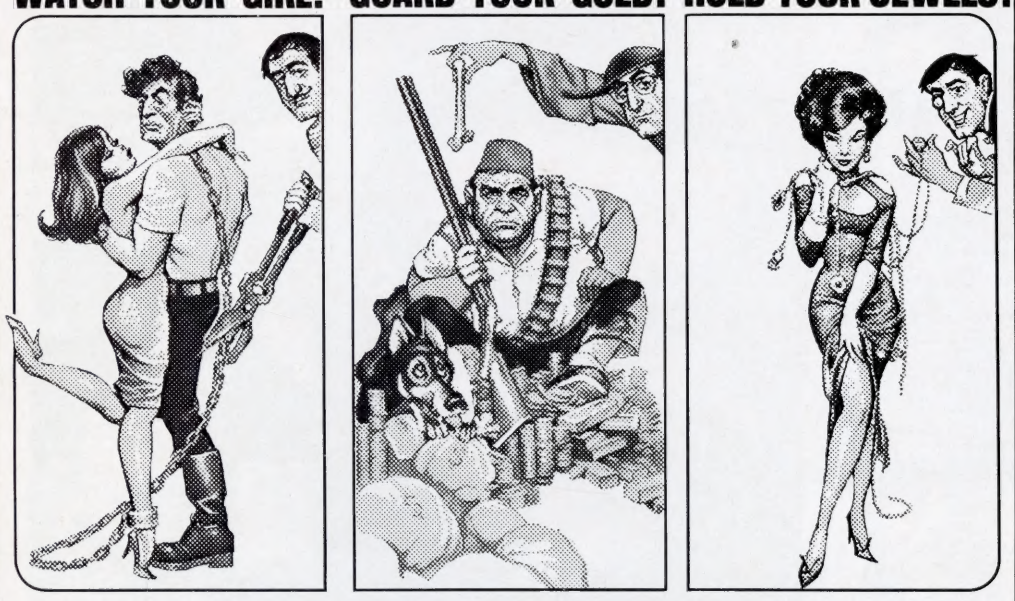
Order Ad Mats From
National Screen Exchange

YOU CAUGHT THE "PUSSYCAT"..
NOW CHASE THE FOX!
PETER SELLERS
"AFTER THE FOX"
Co-starring VICTOR MATURE
and BRITT EKLAND
Written by NEIL SIMON
Produced by JOHN BRYAN
Directed by VITTORIO DE SICA
Music BURT BACHARACH
Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.
PANAVISION® COLOR by DeLuxe
Released thru UNITED ARTISTS

2 Cols. x 98 Lines—196 Lines (14 Inches) Mat 204

You caught the "Pussycat"... Now chase the Fox!

WATCH YOUR GIRL! GUARD YOUR GOLD! HOLD YOUR JEWELS!



...THE FOX IS LOOSE!

PETER SELLERS

EVERYONE IS...

"AFTER THE FOX"

Co-starring **VICTOR MATURE**

and **BRITT EKLAND**

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH
Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.
PANAVISION® COLOR by DeLuxe Released thru **UNITED ARTISTS**

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS—AND ORIGINAL SOUND TRACK ALBUM—ON UNITED ARTISTS RECORDS

T H E A T R E

3 Cols. x 116 Lines—348 Lines (25 Inches) Mat 303

WATCH YOUR GIRL! GUARD YOUR GOLD! HOLD YOUR JEWELS!

...THE FOX IS LOOSE!

You caught the "Pussycat"... Now chase the Fox!

PETER SELLERS *in*

EVERYONE IS...

"AFTER THE FOX"

Co-starring **VICTOR MATURE**

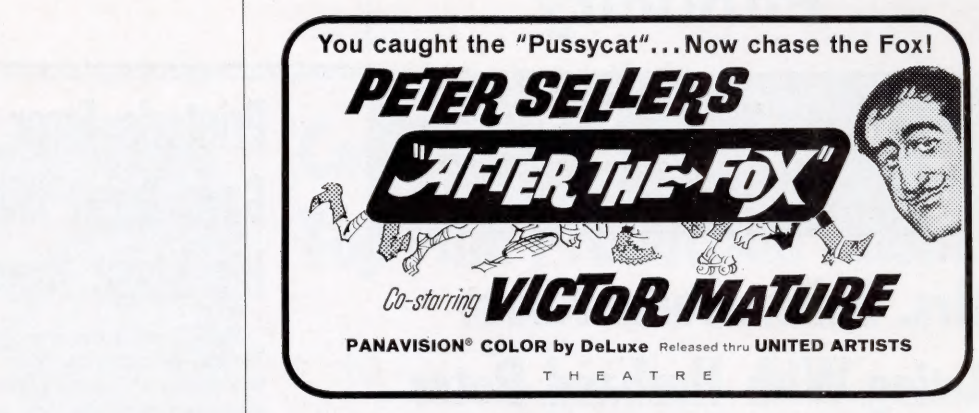
and **BRITT EKLAND**

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH
Produced by Delegate Productions A. G. and Nancy Enterprises, Inc.
PANAVISION® COLOR by DeLuxe Released thru **UNITED ARTISTS**

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS—AND ORIGINAL SOUND TRACK ALBUM—ON UNITED ARTISTS RECORDS

T H E A T R E

3 Cols. x 97 Lines—291 Lines (21 Inches) Mat 302


You caught the "Pussycat"... Now chase the Fox!
PETER SELLERS
"AFTER THE FOX"
Co-starring VICTOR MATURE
PANAVISION® COLOR by DeLuxe Released thru UNITED ARTISTS
THEATRE

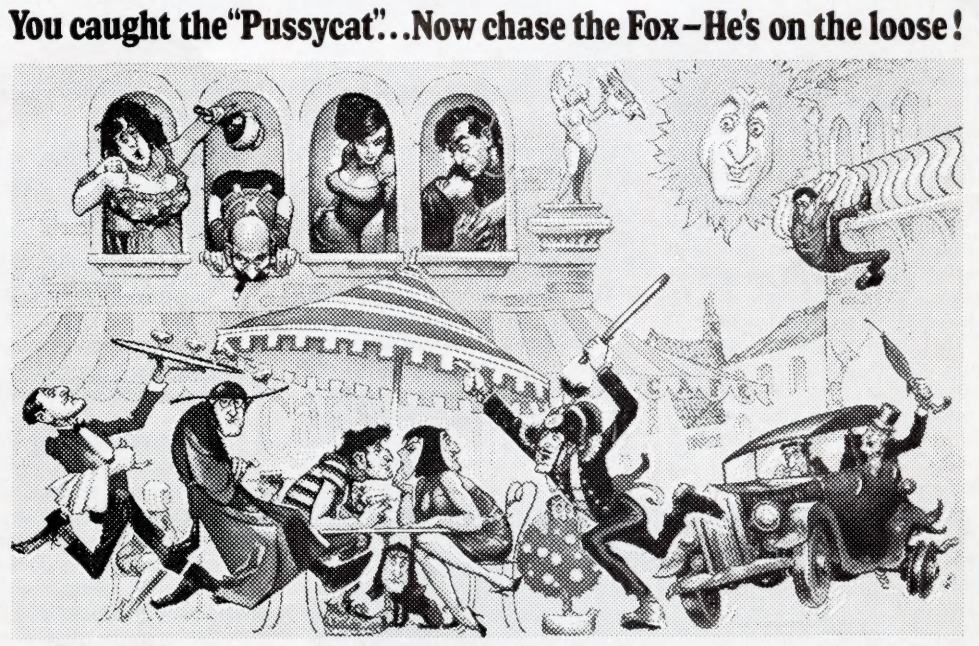
2 Cols. x 28 Lines—56 Lines (4 Inches)

2 Cols. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201

All advertising material approved by MPAA Motion Picture Association of America.

You caught the "Pussycat"... Now chase the Fox—He's on the loose!



PETER SELLERS

EVERYONE IS...

"AFTER THE FOX"

Co-starring **VICTOR MATURE**

and **BRITT EKLAND**

Written by NEIL SIMON Produced by JOHN BRYAN Directed by VITTORIO DE SICA Music BURT BACHARACH
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PANAVISION® COLOR by DeLuxe Released thru **UNITED ARTISTS**

HEAR "AFTER THE FOX" SUNG BY THE HOLLIES AND PETER SELLERS—AND ORIGINAL SOUND TRACK ALBUM—ON UNITED ARTISTS RECORDS

T H E A T R E

3 Cols. x 123 Lines—369 Lines (26 Inches) Mat 301

Publicity Material

Mrs. Sellers Talks About Acting With Husband Peter

"It's a strange feeling, playing your husband's sister. But when we're both in makeup, it's just two actors meeting and working on the same set."

So says gorgeous Britt Ekland, who in real life is Mrs. Peter Sellers, and who co-stars with the great English comedian in the hilarious "After The Fox," screen original by Neil Simon who wrote "The Odd Couple" and "Barefoot in the Park," and which opens ..... at the ..... Theatre in Panavision and Color by DeLuxe. It is a United Artists release directed by Vittorio De Sica and produced by John Bryan.

"And besides," she went on, "the picture was made in Italy and we were done up as Italians, which made us look so different from our real selves."

Miss Ekland did not find it difficult to play an Italian girl in the new comedy. She learned to speak Italian while living in Rome for several months in 1963 when she first entered pictures.

A chance to appear in a chewing-gum commercial for television started shapely (5'4", 108 lb., 34"-23"-36") Britt on her show-business career at 15. She attended a theatrical school for two years, worked in television and as an extra in films and gained experience with a traveling theater company touring Sweden.

A photograph of Britt in a London newspaper piqued the interest of Peter Sellers, whose hobby is photography. He arranged to meet her—as it turned out, they were staying at the same hotel, the Dorchester—to discuss a photographic sitting. Perhaps he was also motivated by the fact that a clairvoyant had predicted six months previously, that a girl with the initials "B.E." would soon enter his life.

When they met, "it was love at first sight," Britt says. "Otherwise we wouldn't have dared to marry so quickly." Sellers began wooing her by taking her that night to see his film, "The Pink Panther," because the Scandinavian beauty had never seen him on the screen and didn't know the extent of his fame.

His courtship was interrupted when Britt flew to Manhattan on a business trip. Sellers called her from London via Telstar and proposed. They were married on February 19, 1964, less than three weeks after they met, in Guildford, England. Peter left for Hollywood to begin work on "Kiss Me, Stupid," for Billy Wilder while Britt remained in England for wardrobe tests for "Guns at Batasi," slated by Fox as her first co-starring film. As it turned out, neither film was completed by the couple.

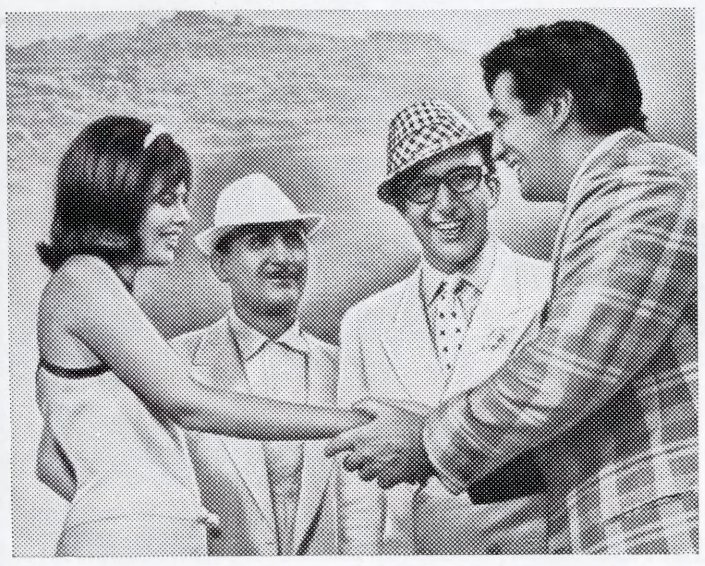
Also co-starred with Miss Ekland in support of her husband in "After The Fox" is Victor Mature and the rest of the cast includes such internationally well-known names as Martin Balsam, Akim Tamiroff, Paolo Stoppa, Lydia Brazzi, Tino Buazzelli, Mac Ronay, Maria Grazia Buccella and Lando Buzzanca. The film is a production of Delegate Productions A.G., and Nancy Enterprises, Inc. Its original music is by Burt Bacharach.

Still AF-6 *Mat 1C*
Gorgeous Britt Ekland, Mrs. Peter Sellers in real life, is co-starred with husband Pete and Victor Mature in the new United Artists comedy in Panavision and Color by DeLuxe "After The Fox," opening ..... at the ..... Theatre.

World-Famous Mime Has Comedy Role In 'After The Fox'

One of Europe's greatest pantomime artists, a student of the great French mime Jean-Louis Barrault, is among the cast of great comedy players assembled by Director Vittorio De Sica to support Peter Sellers, Victor Mature and Britt Ekland in the new comedy "After The Fox," in Panavision and Color by DeLuxe which opens ..... at the ..... Theatre, under United Artists release.

He's Mac Ronay, and he was previously seen in America as a daredevil stock car driver-acrobat in the Cole Brothers Circus. He became an actor— specializing in mimicry—when his racing car made two-and-a-half instead of a scheduled three somersaults, landing him in a hospital and then back to his native France with nothing to do.



Still AF-20 *Mat 2D*
Peter Sellers as the notorious "fox" in the hilarious Neil Simon comedy "After The Fox," opening ..... at the ..... Theatre, introduces his screen sister, played by Britt Ekland, to Victor Mature, his co-stars. Britt is really Mrs. Peter Sellers. The United Artists release is in Panavision and Color by DeLuxe.

Printer's Error Gave Great Mime His Stage Name

Marc René is the way the great French pantomimist Mac Ronay billed himself for the performance which was to embark him upon his career as one of the world's great mimes. But through a typographical error on the posters and programs which were already printed, it came out "Mac Ronay."

It was too late to do anything about it for that show and the critics raved so much about "the great Ronay" the next day that René decided to leave it that way, and Mac Ronay he has remained.

He is so billed in support of Peter Sellers, Victor Mature and Britt Ekland in the new Neil Simon original "After The Fox," which opens ..... at the ..... Theatre in Panavision and Color by DeLuxe under United Artists release.

Previous to his becoming one of the world's greatest mimes (he was a student of the celebrated Jean-Louis Barrault) Ronay, as Marc René was a daredevil automobile acrobat with an American circus. A serious spill turned his talent to the stage.

Veteran Tamiroff Shines As Comic In 'After The Fox'

When Akim Tamiroff came to pictures—something more than a couple of years ago—he was type cast as a villain of the deepest dye. His villainous "General" in "The General Died at Dawn" is still scaring the daylights out of TV viewers. Then he was given a comedy role—also something more than a couple of years ago— in the now-historic "The Great McGinty," and Tamiroff became famous for his deft comic touch.

Deft comedy is what he plays in the new Peter Sellers suspense comedy "After The Fox," the Panavision-Color-by-DeLuxe screen original by the celebrated Neil Simon, and he is said to shine even in the big cast of comedians assembled by Director Vittorio De Sica for the new film. It opens ..... at the ..... Theatre with Victor Mature and Britt Ekland co-starred with Sellers. It was produced by John Bryan and its music is by Burt Bacharach.

It's as an international crook—working in cahoots with Sellers as mastermind—that Tamiroff shines in "After The Fox," which is said to be very much in the flavor of Sellers' two previous hits "The Pink Panther" and "What's New, Pussycat?"

Burt Bacharach Cleffed 'Fox'

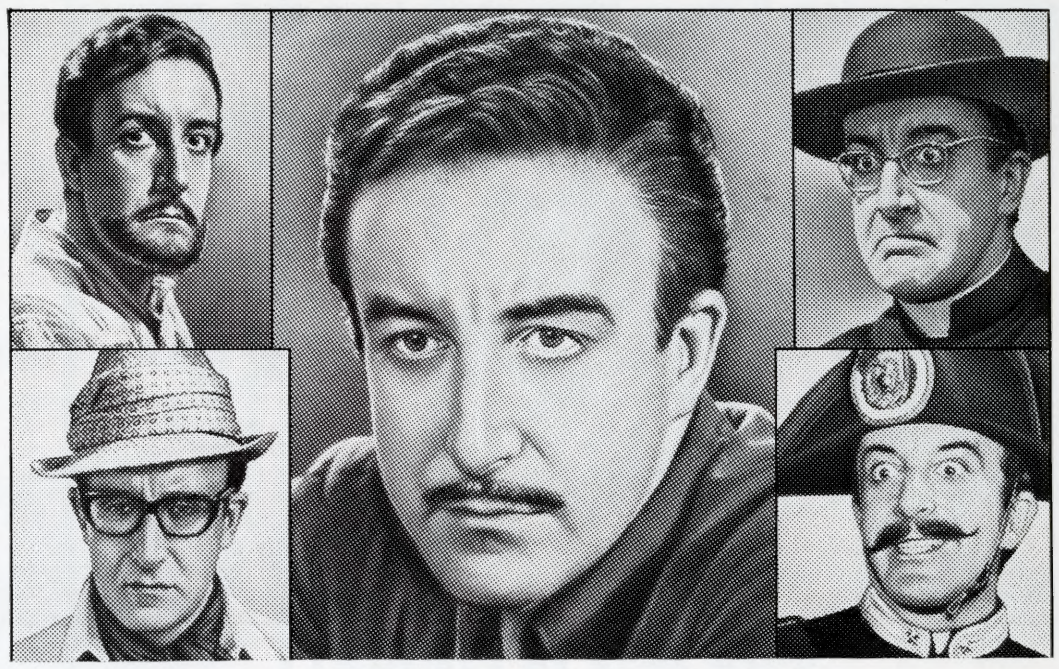
Top movie songsmith Burt Bacharach, responsible for, among other triumphs, the music in "What's New Pussycat?" wrote the music for the Peter Sellers suspense comedy "After The Fox," a Neil Simon screen original in Panavision and Color by DeLuxe opening ..... at the ..... Theatre under United Artists release. Victor Mature and Britt Ekland are co-starred and Vittorio De Sica directed.

Neil Simon's Screen Bow

"After The Fox," Peter Sellers comedy opening ..... at the ..... Theatre in Panavision and Color by De Luxe through United Artists release, is the first screen original from Broadway's famed Neil Simon.

Simon's "Barefoot in the Park" and "The Odd Couple" are rated among the most successful plays on Broadway. Vittorio De Sica directed "After The Fox," which co-stars Victor Mature and Britt Ekland.

The Many Faces of Peter Sellers



Small stills, beginning left bottom and proceeding clockwise, Stills AF-60, AF-4, AF-43, AF-38. Center still, AF-59. *Mat 3A*
Crook, movie director, padre, cop and several other things besides is the versatile Peter Sellers in his new comedy triumph "After The Fox," United Artists release in Panavision and Color by DeLuxe which opens ..... at the .....Theatre. He's co-starred with his wife Britt Ekland and Victor Mature in this screen original by Neil Simon and directed by Vittorio De Sica.

Matured Mature

That great big hunk of masculinity called Victor Mature makes one of his rare returns to the screen —this time as a comic—as co-star with Peter Sellers in "After The Fox," an original Neil Simon suspense comedy opening ..... at the ..... Theatre in Panavision and Color by DeLuxe. Gorgeous Britt Ekland is also co-starred and Vittorio De Sica directed.

Italy's Reigning Beauty Queen In 'After The Fox'

Miss Trentino, Miss Venice, Miss Italy and Miss Europe!

All these things and Italy's Cover Girl for 1966, too!

She's gorgeous Maria Grazia Buccella, and Americans will get their first glimpse of her in the new Peter Sellers comedy "After The Fox," United Artists release in Panavision and Color by DeLuxe which opens ..... at the ..... Theatre. The film also co-stars Victor Mature and Britt Ekland and is from the pen of Neil Simon, of "Barefoot in the Park" and "The Odd Couple" fame.

Still AF-50 *Mat 1A*
Maria Grazia Buccella, most honored beauty queen in Europe, makes her debut as a bikini girl in support of Peter Sellers, Britt Ekland and Victor Mature in the Panavision-Color by DeLuxe Neil Simon comedy "After The Fox," United Artists release opening.... at the ..... Theatre.

Peter Sellers Essays New Role In Gay, Merry 'After The Fox'

Crackpot South American dictators, Indian doctors, mad German nuclear scientists—Peter Sellers has played them all to the delight of the movie-goers of all the continents, the seas between and the skies above.

Still AF-14 *Mat 1D*
Here's soap in his eye—Peter Sellers, star of the new United Artists comedy in Panavision and Color by DeLuxe "After The Fox," a Neil Simon original directed by Vittorio De Sica which opens ..... at the ..... Theatre.

And now, for the first time in his triumph-studded career, he's an Italian.

The transformation occurs in his new starrer "After The Fox," the original screenplay by Neil Simon whose "The Odd Couple" and "Barefoot in the Park" have made stage history, which opens..... at the ..... Theatre in Panavision and Color by DeLuxe under United Artists release. The comedy was directed by Vittorio De Sica, as famous in front of the camera as he is behind it.

"When I read the script," Sellers revealed, "I knew this picture could only be made in Italy with Italians, and I would match my accent and characterization to theirs."

Peter Sellers' enormous versatility which stands him in good stead with fast-moving "After The Fox," has brought him success in theater, television, radio and records as well as in cinema. He has portrayed as many as six personalities in one film ("Your Past Is Showing")) and as few as three ("Dr. Strangelove"). In "After The Fox," Sellers undertakes a half-dozen impersonations as a not-so-successful international crook who uses disguises to weave in and out of ticklish situations with the police.

Sellers' more recent films include "Lolita," "Dr. Strangelove," "Waltz of the Toreadors," "The World of Henry Orient," "The Pink Panther," "A Shot in the Dark" and "What's New, Pussycat?"

Sellers married the Scandinavian beauty Britt Ekland two years ago. She is co-starred with him in "After The Fox," as is Victor Mature, and they are supported by a large international cast which includes Martin Balsam, Akim Tamiroff, Paolo Stoppa, Lydia Brazzi, Tino Buazzelli, Mac Ronay, Maria Grazia Buccella and Lando Buzzanca.

The new comedy was produced by John Bryan for Delegate Productions A.G., and Nancy Enterprises, Inc. Its music is by Burt Bacharach.

Gorgeous Scenery

Lagniappe for patrons of the ..... Theatre beginning..... next when Peter Sellers' new suspense comedy "After The Fox" begins its engagement, are gorgeous views of Italy's famous island of Ischia, said to be the only spot in Europe so far not completely overrun by tourists and gorgeous views of Maria Grazia Buccella, "Miss Trentino," "Miss Italy" and "Miss Europe"—in a bikini yet!

The film, in Panavision and Color by DeLuxe and a United Artists release, co-stars Victor Mature and Britt Ekland, was directed by Vittorio De Sica. Burt Bacharach wrote its music.

Animal Kingdom Note

The panther of "The Pink Panther" and the pussycat of "What's New Pussycat" is the fox of "After The Fox," suspense comedy in Panavision and Color by DeLuxe opening ..... at the ..... Theatre under United Artists release.

He's Peter Sellers and co-starred with him are Victor Mature and Britt Ekland. Vittorio De Sica directed this Neil Simon screen original.

A Star Is Born

A homeless mutt yesterday, a screen star today!

That's the story of Ciccia, a dog who wandered into a street scene for the new Peter Sellers comedy "After The Fox," United Artists release in Panavision and Color by DeLuxe opening ..... at the ..... Theatre. It was so good that Director Vittorio De Sica left the scene intact when the final print was edited.

Victor Mature Returns To Films As Comic In 'After The Fox'

After appearing in 56 films in 22 years, Victor Mature decided to retire from acting in 1961 and devote himself to supervising his wide-spread investments. He successfully fended off the protestations of his wife Joy and his father-in-law for four years, then capitulated when an offer came to co-star with Peter Sellers in "After The Fox," the new comedy in Panavision and Color by De Luxe which opens ..... at the..... Theatre.

Mature packed his bags, traveled to Rome and reported to Director Vittorio De Sica for his scenes as Tony Powell, Hollywood matinee idol, in the new film for United

Still AF-52 *Mat 1B*

Long time no see? Victor Mature is back—this time as a comic—in the Peter Sellers comedy "After The Fox," in Panavision and Color by DeLuxe. The United Artists release opens ..... at the ..... Theatre, with Britt Ekland as a co-star.

Artists release. His role marks Mature's first comedy part in many years. He is co-starred with Britt Ekland who, in real life, is Mrs. Peter Sellers.

Under contract to 20th Century-Fox, Victor Mature spent 18 years at the studio playing a variety of films, from Betty Grable musicals to the first CinemaScope film, "The Robe."

He invested his earnings judiciously in a myriad of enterprises—a television and electrical appliance business, a building development, several restaurants and a nightclub—and in 1961, after making a number of pictures in Europe, including "Hannibal" and "The Tartars" in Rome, he went into voluntary retirement. Married to Joy Urwick, daughter of a London physician, Mature settled down in his luxurious home in the Rancho Santa Fe development outside Los Angeles.

The combination of De Sica, Sellers and top Broadway playwright Neil Simon, whose first screenplay this is, were the deciding factors in persuading Mature to return to the screen in "After the Fox." The film was produced by John Bryan for Delegate Productions A. G , and Nancy Enterprises, Inc. Its music is by Burt Bacharach and the enormous supporting cast includes Martin Balsam, Akim Tamiroff, Paolo Stoppa, Lydia Brazzi, Tino Buazzelli, Mac Ronay, Maria Grazia Buccella and Lando Buzzanca.

Italy's Famous Stoppa Featured In 'After The Fox'

You've got to be an actor and a good one in order to play comedy well and there's hardly a better example of the axiom than in Paolo Stoppa, one of the large group of comic supporting players assembled by Director Vittorio De Sica for the new Peter Sellers comedy "After The Fox," which opens in Panavision and Color by De Luxe ..... at the ..... Theatre under United Artists release.

Stoppa proved he was an actor of the first water in such roles as the peasant mayor in "The Leopard," the Pope in "Becket," the Spanish exile in "Behold a Pale Horse" and the suave continental in "The Visit." He proved he was a comedian in the Italian production of "Oh, What a Lovely War," which won him his place in "After The Fox," an original by Neil Simon of "Barefoot in the Park" and "The Odd Couple" fame.

Co-starred with Sellers in the new film, which was produced by John Bryan with music by Burt Bacharach, is Victor Mature in his first comic role.

Famed Beauty In 'After Fox'

Maria Grazia Buccella, "Miss Trentino," "Miss Italy" and "Miss Europe," and said to be Italy's most gorgeous chunk of womanhood since Botticelli's "Birth of Venus," is the "Miss Bikini" of the new Peter Sellers romp "After The Fox," in Panavision and Color by DeLuxe opening ..... at the ..... Theatre. Victor Mature and Britt Ekland are co-starred with Sellers and Vittorio De Sica directed the United Artists release.

De Sica Turns Hand To Comedy

Italy's famed Vittorio De Sica, as renowned as a director as he is as an actor, directed the new Peter Sellers suspense comedy "After The Fox," opening ..... at the ..... Theatre in Panavision and Color by DeLuxe and under United Artists release. The film co-stars Victor Mature and Britt Ekland and De Sica reserved a little bit part for himself in it.

Famous First

United Artists' new Peter Sellers comedy "After The Fox," opening ..... at the ..... Theatre in Panavision and Color by De Luxe, is the first screenplay by Playwright Neil Simon, famed for "Barefoot in the Park" and "The Odd Couple." Britt Ekland and Victor Mature are co-starred and Vittorio De Sica directed.

Still AF-9 *Mat 2A*

"You've been a bad, bad boy," wails Mamma Lydia Brazzi to son Peter Sellers in this scene from Neil Simon's hilarious "After The Fox," United Artists release in Panavision and Color by DeLuxe opening ..... at the ..... Theatre. He was, too, A very funny bad boy, though. Anguished lass to extreme right is Britt Ekland as Peter's sister. She's Mrs. Peter Sellers in real life.

Still AF-16 *Mat 2C*

Peter Sellers and Victor Mature carry the lead comedy roles in the Neil Simon original "After The Fox," United Artists release in Panavision and Color by DeLuxe opening ..... at the..... Theatre. Britt Ekland is co-starred and Vittorio De Sica directed.

America's Funniest Playwright Penned Sellers' 'After The Fox'

"After The Fox," the suspense comedy starring Peter Sellers and directed by Vittorio De Sica for United Artists release, is the first screenplay written by Neil ("Doc") Simon, currently represented with two comedy hits on Broadway, "The Odd Couple" and "Barefoot in the Park," and one in London, the musical "Little Me." In addition, his first play, "Come Blow Your Horn," has become a popular offering on the summer-stock circuit.

Simon, 38, was awarded the Antoinette Perry Award, the Broadway theater's top accolade, as Best Playwright of the Year, and his latest play, "The Odd Couple," won three other Perry Awards for best director, actor and set designer for the 1964-65 season.

The idea for "After The Fox" came to him three years ago, Simon says. "Originally I wanted to do a spoof on art films like 'Hiroshima Mon Amour,' 'Last Year at Marienbad' and the Antonioni movies, where people walk endlessly across the screen without seeming to have any purpose or direction."

Born in the Bronx, New York, on the Fourth of July, 1927, Simon says, "I always thought the fireworks were for me." One of two children born to a dress manufacturer, Neil started writing radio scripts for his own amusement at 15, and a year later teamed with his brother Daniel—seven years his senior—on an amateur theatrical for Abraham & Strauss, the New York department store. After a brief stint in the Army, he got a job in the mailroom of a film company where Daniel also worked, and the two brothers collaborated on radio scripts at night.

The Simon brothers also spent two summers writing revues at Camp Tamiment in the Poconos, the resort where talents like Jerome Robbins, Danny Kaye and Imogene Coca first found favor. "Two wonderful things happened to me there," Neil recalls. "I met a dancer named Joan Baim there, whom I later married. And Max Liebman, producer of 'The Show of Shows,' saw our material and hired Danny and me to write for Sid Caesar and Imogene Coca on television."

The brothers worked together until 1956, when Daniel decided to shift his comedy-writing efforts to television in California. Three years later, Neil signed a six-week contract to write a TV show for Jerry Lewis on the West Coast. "I finished the show in one week, and Jerry suggested I stay and work on whatever I wanted. I started thinking about writing a play, and I sat down and began to work. Three years and 72 versions later, 'Come Blow Your Horn' opened on Broadway," he remembers.

After getting off to a slow start, the comedy began to build by word-of-mouth, ran for 20 months in New York and was filmed with Frank Sinatra in the starring role. While in Philadelphia during the out-of-town tryout for "Come Blow Your Horn," Simon suddenly got the idea for a new play, "Barefoot in the Park," based on the sixth-floor walkup apartment where he and his wife first lived after their marriage.

Six-footer Neil Simon and his wife live in a comfortable apartment overlooking Central Park, 14 stories up in the New York sky, with their two daughters, Ellen, eight, and Nancy, two, and a poodle named Mr. Chips, who is 13.

The new comedy, which co-stars Victor Mature and Britt Ekland, and is in Panavision and Color by DeLuxe, opens ..... at the..... Theatre.

"After The Fox" is Simon's first screenplay.

De Sica, Famed Director-Actor Megged Comic 'After The Fox'

Comedy, pathos and social comment are combined in every aspect of Vittorio De Sica's work, whether he is wearing the cap of actor, director or producer.

He wears two of these—director and actor—in the new suspense comedy starring Peter Sellers, "After The Fox," an original screenplay by Neil Simon of "The Odd Couple" and "Barefoot in the Park" fame which opens, in Panavision and Color by DeLuxe.....at the.....Theatre under United Artists release. The film co-stars Victor Mature and Britt Ekland who, in real life, is Mrs. Peter Sellers.

Although De Sica has never made a film in Hollywood, he holds three American "Oscars": a special award for "Shoeshine" in 1947 and Academy Awards as the Best Foreign Film of the year for "The Bicycle Thief" in 1949 and for "Yesterday, Today and Tomorrow," 1954. His "Umberto D" was singled out in 1955 by the New York Film Critics as the Best Foreign Motion Picture shown that year in the United States.

It is only a "bit" part De Sica plays in "After The Fox"—a part modelled upon a movie director who is said to be very much like the genuine De Sica. The large international cast of the new comedy includes Martin Balsam, Akim Tamiroff, Paolo Stoppa, Lydia Brazzi, Tino Buazzelli, Maria Grazia Buccella and Lando Buzzanca. Burt Bacharach wrote the music for the Delegate Productions A.G. and Nancy Enterprises Inc., production which was produced by John Bryan.

'Meet the Wife'

Gorgeous Britt Ekland is co-starred with Peter Sellers in the new United Artists suspense comedy "After The Fox," a Neil Simon original in Panavision and Color by DeLuxe opening ..... at the ..... Theatre.

Nothing, only that Miss Ekland is Mrs. Peter Sellers in real life. Victor Mature is also co-starred in this Vittorio De Sica directional stint.

Comic 'After The Fox' Boasts Top Film Production Talents

(Production Story)

Top cinematic talents?

The best!

It would be hard indeed to beat the combination of acting, directorial, writing and production talent assembled for the new Peter Sellers comedy triumph "After The Fox," the United Artists release in Panavision and Color by DeLuxe which opens ..... at the ..... Theatre.

In the acting department there's Sellers, fresh from the comic skullduggery of "The Pink Panther" and "What's New Pussycat," to both of which "After The Fox"is said to compare highly favorably. He is aided and abetted by Britt Ekland, his wife in real life, who makes her first co-starring appearance in this picture, and Victor Mature, who returns to comedy for the first time in years in the new opus.

The writing is by Neil Simon, and despite the fact that he holds four Antoinette Perry Awards for his stage achievements, "After The Fox" is his first motion picture. Two of Simon's plays are among the all-time hits of Broadway—"The Odd Couple" and "Barefoot in the Park."

Direction was in the capable hands of the great Vittorio De Sica, among whose screen achievements are "Shoeshine," "The Bicycle Thief" and "Yesterday, Today and Tomorrow," for each of which he won an Academy Award. He also directed "Marriage—Italian Style," "Two Women" (which won an Academy Award for its star Sophia Loren) and "The Roof."

De Sica has also triumphed as a screen actor, having scored in "A Farewell to Arms," "Times Gone By" and "General Della Revere."

However, there are those who say that regardless of how famous the rest of the credits for a picture, it's the cameraman who can make it or break it. Which is why Italy's famous Leonida Barboni was assigned to the figurative camera crank on "After The Fox." World famous for his camera work, Barboni is best known in America for his camera work in "Divorce — Italian Style," "El Greco" and "The Best of Enemies."

Nor were the supporting players in "After The Fox" picked at random. Among these are Martin Balsam, seen most recently in "The Carpetbaggers" and "A Thousand Clowns;" veteran character actor Akim Tamiroff; Paolo Stoppa seen here most recently in "Behold a Pale Horse" and "Becket"; Lydia Brazzi, Tino Buazzelli, Mac Ronay, Maria Grazia Buccella and Lando Buzzanca.

The film was produced by John Bryan for Delegate Productions, A.G., and Nancy Enterprises, Inc., at the Cinecitta Studios in Rome and on the beautiful Italian island of Ischia. Its music is by noted Hollywoodian Burt Bacharach and there's a ballet, said to be strongly reminiscent of a Mack Sennett chase, which was choreographed by De Sica himself.

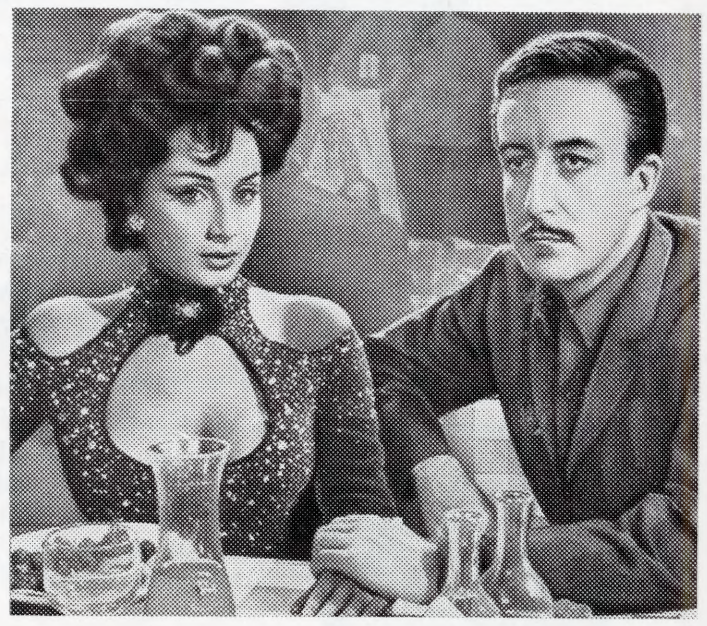
Martin Balsam Supports Sellers In 'After The Fox'

"Dependable" is the way movie producers characterize the characterizations of screen player Martin Balsam, and "dependable" is what they are saying of his performance in support of Peter Sellers, Victor Mature and Britt Ekland in the United Artists release "After The Fox," a Neil ("Barefoot in the Park," "The Odd Couple") Simon original which opens in Panavision and Color by DeLuxe ..... at the ..... Theatre. It was directed by Vittorio De Sica.

Balsam has been turning in dependable supporting roles ever since his brilliant appearance in "On The Waterfront," and his successes in "Twelve Angry Men," "Psycho," "Marjorie Morningstar," "Breakfast at Tiffany's" and "A Thousand Clowns," have made him one of Hollywood's most sought-after players.

Balsam broke into show business as a night club comedian whose stuff was written by an unknown named Paddy Chayefsky. His call to Hollywood came after his dynamic performance in Chayefsky's long-run hit "Middle of the Night." A perfectionist, his ambitions are to produce and direct on his own.

Supporting Balsam in the comedy department of "After The Fox" are Akim Tamiroff, the famous mime Mac Ronay, and Maria Grazia Buccella.



Still AF-39 *Mat 2B*

Maria Grazia Buccella, Italy's most shapely and famous beauty, makes her screen debut in support of Peter Sellers in the Neil Simon original comedy "After The Fox," United Artists release in Panavision and Color by DeLuxe opening ..... at the ..... Theatre. Victor Mature and Britt Ekland are co-starred.

Exploitation

Campaign

"The Whole Town's Going AFTER THE FOX!"

—Your Key to a City-Wide Merchant Tieup

"'AFTER THE FOX' — for bargains! Values! Opportunities!"

There's the line and the starting pistol for a city-wide merchandising promotion in which your title takes Number One Spot!

There are several ways in which this can be worked:

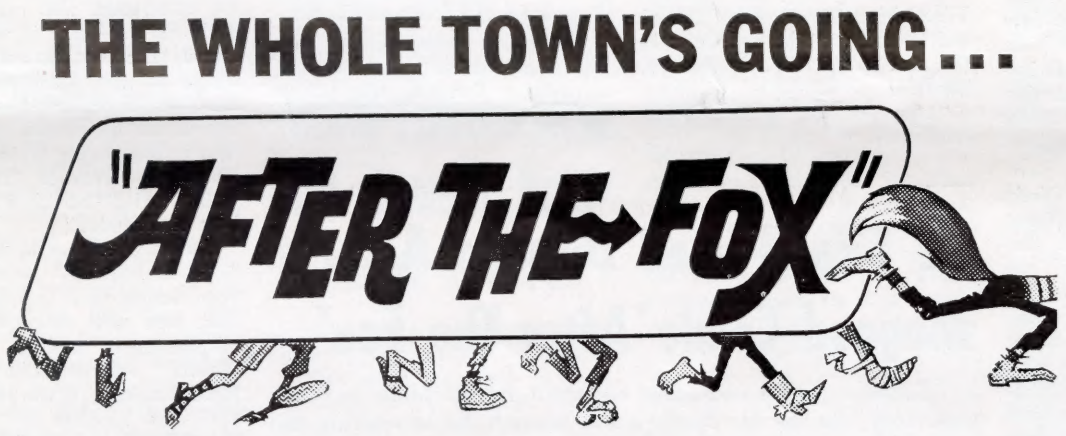
1. Using the art below, (mat available or it can be cut from an ad stereo) one store can advertise a whole page of values— with fox tracks leading from one ad to the next — and winding up with the element containing the fox tail which can be cut from the stereo for the purpose.

2. Or, the same idea can be worked as a page-to-page co-operation with a newspaper or shopping guide.

3. Let it be known that "The Fox"—a guy who knows values—is in town and special discounts at co-operating stores will be given those who go after "The Fox" and identify him correctly.

4. The tracks of "The Fox" can be stencilled on a main shopping street or in a shopping center, leading from one window to another, and the public invited to go after the fox to the foxiest values in town! This can follow the lines of the popular "Scavenger Hunt."

5. For a corollary tie-in the line "After the Fox comes Mink," may be used either by a bank as a savings promotion ad or by a budget fur shop.



ABOVE ART AVAILABLE AS MAT 3B
Order from National Screen Service.

SATIN ACCESSORIES

You caught the "Pussycat"... Now chase the Fox!
PETER SELLERS
"AFTER THE FOX"
Co-starring VICTOR MATURE
PANAVISION COLOR by DeLuxe
Released thru UNITED ARTISTS

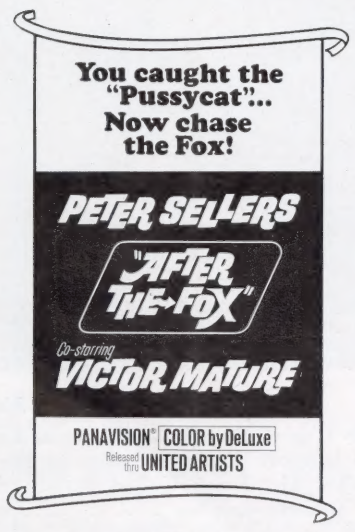
De Luxe Sectional Valance

Any length (minimum order 10 feet)
Running foot $2.15

You caught the "Pussycat"... Now chase the Fox!
PETER SELLERS
"AFTER THE FOX"
Co-starring VICTOR MATURE
PANAVISION COLOR by DeLuxe
Released thru UNITED ARTISTS

3-Piece Streamer

15 feet, strung together, in color
Complete Streamer $21.50


You caught the "Pussycat"... Now chase the Fox!
PETER SELLERS
"AFTER THE FOX"
Co-starring VICTOR MATURE
PANAVISION COLOR by DeLuxe
Released thru UNITED ARTISTS

ORDER all this material from your local NATIONAL SCREEN SERVICE EXCHANGE. All items are manufactured by NATIONAL FLAG & DISPLAY CO., 43 W. 21st St., New York, N. Y. 10010. Tel. 212 OR 5-5230. In Canada, place orders with CONSOLIDATED THEATRE SERVICES, 120 Wellington St., W. Toronto, Ontario, Canada.

9 x 12 Flag

Double Faced, $145.00
Single Faced, $80.00

Usher's Badge

Each 50c

Get It In the Papers!

You've got both the art and the gimmick here for a smash classified page promotion!

The public is invited to go AFTER THE FOX for opportunities in the ads by following the fox's tracks among them. These "tracks" can be ordinary quotes (") placed at random among the ads and the person who turns in the correct number of them—and tells where he found them gets a prize. Art for announcement explaining contest can be snipped from any ad in this press book.

QUICKIE STUNTS TO KEEP THE TITLE SOLD

Hit 'em early and often with the title on this one and you'll sell 'em!

Do it with a couple of fast in-and-outs and here are several suggestions for doing this! And don't forget your own bag of tricks!

•

For a quickie on a radio or TV quiz show, try to get the MC to introduce this little extra starter:

"Peter Sellers," says he, "will be in town in another great Sellers comedy with an animal in its title. It's 'After The Fox.' Quick now, and for a pair of guest tickets to see 'After The Fox,' name two other recent Sellers comedy successes with animals in their titles!"

The answer: "The Pink Panther" and "What's New Pussycat?" Two good titles to which "After the Fox" may be advantageously linked.

•

Even though it has nothing to do with following the hounds, the title "After The Fox" has good publicity possibilities for a shop or department handling riding clothes, particularly hunting pinks and the like. Copy line:

"For going AFTER THE FOX in style Blank's is the place!

•

Don't forget that Victor Mature once had an enormous following among the younger ladies of a generation or so ago, and many of these might like to greet the old heart throb upon his return to pictures!

You can cash in on this angle with a giant postcard in your lobby, addressed to Mature, upon which local admirers may sign their name to an overall line reading "Welcome back, Victor Mature! We've missed you!"

•

"After The Fox" is a Mr. and Mrs. picture!

That is, it's two top stars, Peter Sellers and Britt Ekland, are man and wife.

This can key a hunt locally for businesses or services which are strictly Mr. and Mrs.—operated by a married couple.

This should be good for at least a newspaper feature (see Publicity Pages) but if enough interesting material turns up there may be something here for stage introductions, TV appearances, etc., etc.

•

Provided you can costume them right, two or three Italian cops racing down the main stem "After The Fox" should prove an attention grabber. Uniform them as closely as possible to the police uniform Sellers wears on the posters and in the ads and put playdate copy on their backs.

•

If you can get hold of an April/May issue of the class travel magazine Venture, a board made up of the art and copy on Pages 120-127 should prove an attractive lobby piece. Copy: "VENTURE went AFTER THE FOX and got him—right!"

Since this is a travel item there may be co-operation in this from travel agencies.

'AFTER THE FOX' has MUSIC — BACHARACH MUSIC! And PETER SELLERS SINGS IT!

There's music in "After The Fox" and Burt Bacharach, composer of Academy Award Nomination song, "What's New Pussycat?", wrote it!

What's more, Peter Sellers, aided and abetted by The Hollies, sings some of it, and United Artists Records has made an album and a single of it!

Which is all the record outlets in your town need to know in deciding to go along with you on co-operation, and the answer should be a resounding go-go!

The album, attractively jacketed in full color from the comic art used in the advertising, is UAL 4148 in mono and UAS 5148 in stereo. It's the original soundtrack plus some vocalizing by Sellers and The Hollies of the title song.

The single is UA 449 and contains Peter Sellers singing the title song, lyrics for which are by Hal David, with The Hollies!

Windows, of course. And planting of discs with jocks, out-front playing, playing where permissable, and everything else you've ever done to plug a record! It will pay off—to you and the disc shop!

stereo
ORIGINAL MOTION PICTURE SOUNDTRACK • AFTER THE FOX • UNITED ARTISTS • UAS 5148
UNITED ARTISTS
ORIGINAL MOTION PICTURE SOUNDTRACK
MUSIC COMPOSED AND CONDUCTED BY
BURT BACHARACH
"AFTER THE FOX"
SONG
"AFTER THE FOX"
SUNG BY THE HOLLIES AND PETER SELLERS
LYRIC BY HAL DAVID

FOUR FREE AIR ASSISTS WILL KEEP YOU THERE!

There are FOUR FREE AIDS to help you get on the air with "After The Fox"—enough to keep you there for a long time and to sell and sell and sell!

Available — right now — are:

FREE TV FEATURETTE: **Ten wildly funny minutes in the wildly busy life of Peter Sellers! This is *entertainment* —Peter Sellers entertainment—Sellers in the 10 different costumes he wears in the picture! Don't deprive your patrons of this one!**

FREE OPEN-END INTERVIEWS: **Nine minutes with Sellers and seven with Britt Ekland—on one double-faced disc! Really deserving of the primest time you can slate for it!**

FREE TV SPOTS: **A whole collection of 'em—from 10 seconds to a full minute! In the "After The Fox" mood which means fast and funny! Enough here to keep your public watching and wanting more.**

FREE RADIO SPOTS: **The same as above on a 33 1/3 platter. Plenty of room—on both—for the inclusion of local playdate info!**

For these FREE helps, communicate at once with

Exploitation Department
UNITED ARTISTS CORP.
729 Seventh Avenue
New York City 10019

For a SMASH ANIMATION—

Depending upon how much money you wish to spend you can have a lot of fun and make a wow of an animated shadow box with the art elements in the six-sheet on this attraction.

You will notice that all the lower figures are so drawn that they may be cut out without interfering much with the others and any repairs necessary are slight. These figures can be animated to jump on springs or to rock on eccentric cams.

THE TRAILER . . .

The trailer on "After The Fox" is more than a trailer! It's a little extra Peter Sellers, of which the public never seems able to get enough, and as such it's an audience pleaser! Get it early and start running it. It's ready—right now at NATIONAL SCREEN SERVICE.

TELOP AND SLIDE

Announcement illustrated is available as either glass slide or Telop print. Check with TV station for form preferred before ordering.

Theatre copy to be put on locally can only be on the Telop print. Call letters included at no extra charge.

Order from: QQ Title Card Co.
247 West 46th Street, New York City 10036

PRICES

$5.00 without theatre imprint

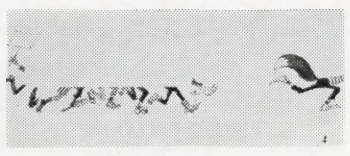
$7.50 with theatre imprint

$2.00 for each additional slide or Telop

AF-Art 1

AF-Art 2

AF-Art 3


AF-Art 4

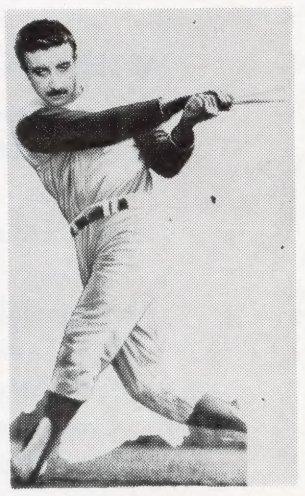
ART STILLS

have many uses

The art stills on this production are super!

There are many uses to which they may be put — in windows, lobby panels, etc. They are also excellent for planting in newspapers which like to make their own cuts with their own screens. Use them! They'll brighten up the scenery—and your boxoffice. They're numbered as shown and are available at

NATIONAL SCREEN SERVICE.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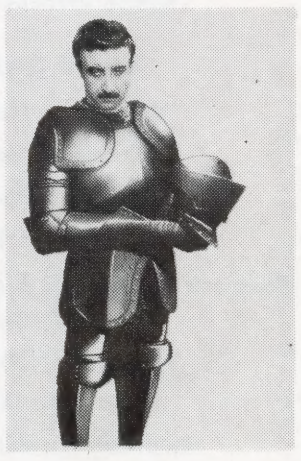
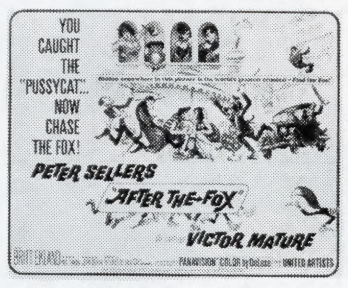

AF-Art 6

Posters and Accessories

1 SHEET

WINDOW CARD



22 x 28 LOBBY CARD

ALSO AVAILABLE:
Set of Eight
11 x 14
Lobby Cards

●

14 x 36
INSERT CARD

YOU CAUGHT THE "PUSSYCAT"... NOW CHASE THE FOX!
Hidden somewhere in this picture is the world's greatest criminal—Find the Fox!
PETER SELLERS
"AFTER THE FOX"
co-starring VICTOR MATURE
BRITT EKLAND
PANAVISION
COLOR by DeLuxe
UNITED ARTISTS

6 SHEET

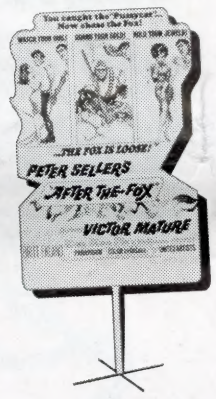
3 SHEET

Order All Accessories From National Screen

2 New Accessories from National Screen

A 24 x 82 TITLE DISPLAY IN BRILLIANT DA-GLO

(available as rental item)



Converts to 24 x 60 by folding back the pictorial sidepiece

An Attention-Arresting Hi-Rise Standee

PRICES:

Deluxe Hi-Rise Standee	**$9.95**
Re-Usable Extension Pole	**$1.50**

Official Billing

PETER SELLERS	100%
in	
"AFTER THE FOX"	100%
Co-starring	40%
VICTOR MATURE	100%
and	
BRITT EKLAND	100%
With	
Martin Balsam	80% each
Akim Tamiroff	
Paolo Stoppa	
Lydia Brazzi	
Tino Buazzelli	
Mac Ronay	
Maria Grazia Buccella	
and	
Lando Buzzanca	
Written by Neil Simon	35%
Produced by John Bryan	35%
Directed by Vittorio De Sica	35%
Music by Burt Bacharach	20%
Produced by Delegate Productions A.G. and Nancy Enterprises Inc.	
PANAVISION®	50%
Color by DeLuxe	50%
Released thru United Artists	50%

The Story

(Not for Publication)

In prison for the umpteenth time, the notorious Aldo Vanucci, alias "The Fox" (PETER SELLERS) isn't interested in breaking out even when he hears that the arch criminal Okra (AKIM TAMIROFF) has hijacked a shipload of gold bullion and is trying to arrange to sneak it into Italy.

But when he learns that his kid sister, the lovely Gina (BRITT EKLAND) is "on the street," it is too much. There is such a thing as family honor!

He breaks out. And after some wild scenes, discovers that his sister is only playing bit parts in Italian "new wave" movies. This gives him an idea. He contacts Okra through his front girl (MARIA GRAZIA BUCCELLA) and they agree on a 50-50 split.

Giving it out now that he is "Federico Fabrizi" the famous Italian film director, he gets a police permit to make a movie in an old fishing village. The whole town is hired on as extras. For his "star" he hires Tony Powell (VICTOR MATURE) a film idol who has seen better days.

The shipload of bullion arrives at the fishing village. The whole town goes to work unloading it in the belief that the whole thing is merely a piece of movie "business."

Comes the dawn. The local police, the Rome police and Interpol descend upon the village. The truckload of gold starts for Rome and there's one of the wildest chases ever caught by the camera. But also, alas, has "The Fox" been caught by the camera—his own. It is all the evidence the police need to get him convicted.

But do high walls a prison make? And if they do, can they be made high enough to hold "The Fox"? Well, maybe. Just maybe.

(RUNNING TIME: 103 MINUTES)

The Cast

Aldo Vanucci	Peter Sellers
Tony Powell	Victor Mature
Gina Romantica	Britt Ekland
Harry	Martin Balsam
Okra	Akim Tamiroff
Pollo	Paolo Stoppa
Siepi	Tino Buazzelli
Carlo	Mac Ronay
Mama Vanucci	Lydia Brazzi
Police Chief	Lando Buzzanca
Bikini Girl	Maria Grazia Buccella
Chief of Interpol	Maurice Denham
1st Detective	Tiberio Murgia
2nd Detective	Francesco De Leone

Production Staff

Produced by	John Bryan
Directed by	Vittorio de Sica
Written by	Neil Simon
Music by	Burt Bacharach
song: After The Fox	
Music by	Burt Bacharach
Lyrics by	Hal David
Orchestration by	Charles Blackwell
Sung by	The Hollies and Peter Sellers
Director of Photography	Leonida Barboni, A.I.C.
Production designer	Mario Garbuglio
Costumes designed by	Piero Tosi
Titles by	Maurice Binder
Editor	Russell Lloyd
2nd Unit Directors	Richard Talmadge, Giorgio Stegani
Sound	Sash Fisher, A.M.I.E.E.

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